



CERTIFICATE OF MAILING (37 CFR 1.8(A))

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231.

Date: 13 July 2001

Laura J. Kelly

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLN NUMBER 09/591,577	FILING DATE 09 JUN 2000	FIRST NAMED INVENTOR ELDERING	ATTY. DKT. NO. T702-03
TITLE PRIVACY PROTECTED ADVERTISING SYSTEM		ART UNIT 2768	EXAMINER UNKNOWN

Patricia Lewis
PATENT
#4 1/2 aa
8-9-03

Assistant Commissioner for Patents
Washington, DC 20231

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JUL 19 2001

PRELIMINARY AMENDMENT

Technology Center 2100

Please amend the application as follows prior to examining the Application.

In the Claims

Please cancel claims 1-29 without prejudice or disclaimer to the subject matter contained therein. Please add the following claims:

--30. A method for profiling a subscriber by integrating numerous distinct aspects of information about the subscriber, the method comprising:
collecting information about the subscriber from one or more sources; and
processing the information to generate a subscriber characterization vector.